Cc: Crawford, Derek; Daragan, Karen; Dillard, Jack; Fisher, Scott; Flowers, Sheila; Inmann, Pam; Lemperes, Jim; Paluszek, Matt; Pontarelli, Jim; Poole, Jay; Portnoy, Sharon; Scott, Tracey; Turner, Henry; Woodward, Ellis

2047027816

that is just wonderful!!! this is our first commitment for a media spokesperson. thanks

karen and ellis--what kind of training materials or program can be developed if the spokespeople program moves forward? please advise.

rds--i still want to identify at least 1 or 2 spokespeople per state. this is a tough objective but one that if we get close, opens up lots of opportunities.

thanks all.

From: Beauchemin, Ed on Wed, Aug 16, 1995 11:58 AM
Subject: RE: FDA and 3rd Party Spokespeople
To: Crawford, Derek; Daragan, Karen
Cc: Walls, Tina

2047027816 A

Spokesperson- Fred Stone
Exc. Dir. NE. Petro. Marketers
(402) 474-6691
Read and willing anytime.

From: Crawford, Derek on Fri, Aug 4, 1995 10:07 AM
Subject: RE: FDA and 3rd Party Spokespeople
To: Daragan, Karen
Cc: Beauchemin, Ed; Dillard, Jack; Fisher, Scott; Inmann, Pam; Laufer, David; Lemperes, Jim; Paluszek, Matt; Pontarelli, Jim; Poole, Jay; Portnoy, Sharon; Pressl, Lance; Scott, Tracey; Turner, Henry; Walls, Tina
File(s): FDA PS

2047027816 B

Attached is the list we discussed yesterday. The list includes key legislators, groups, and private organizations who have committed to write on the FDA issue. Confirmation of correspondence is also indicated on the document.

The list is also growing. The next update will be distributed on 8/5 (tomorrow).

From: Daragan, Karen on Thu, Aug 3, 1995 8:33 PM
Subject: FDA and 3rd Party Spokespeople
To: Firestone, Marc; Han, Vic; Nicoli, David; Walls, Tina; Woodward, Ellis
Cc: Coughlin, Mary; Crawford, Derek; Laufer, David; Merlo, Ellen

What do you think about activating third party spokespeople asap at state and local trade groups (retail, wholesale, licensed beverage, etc.) to speak out to media on prospect of FDA regulation, economic impact and what PM/retail industry is doing on youth access issue?

Derek Crawford is sending me a list of the groups that each of the RDs have already activated to write letters to Congress. Perhaps, working with the RDs, we can go back to these folks and gauge their interest in going a little more public on their position (i.e. sending out a press release, actively doing interviews, taking referral media calls, and/or at least authoring Op-Eds and LTEs.) For example, Matt Paluszek in Boston told me this morning that Exec Director of NECSA (New England C-Store Association) wants to speak out/do media calls on FDA and youth. We can help these various groups in all the regions select and execute the range of activities (write, release, pitch etc.) listed above.

2047027816 C

As you know, this is what we do as a matter of course on state legislative issues. Mary Coughlin and Brendan McCormick can work with the RDs and the MAN Network. I realize you are focused on the Hill and Beltway media, but if we can get clips you can merchandise, they can help. Also

Source: https://www.industrydocuments.ucsf.edu/docs/rfkx0000

helps shape public opinion on the issue in capitol cities stateside. We are already or are soon to be talking/working with these groups on AAA and legislative agenda, and it all ties together.

We could start this asap, prior to White House/FDA action since it is third party work, and continue after of course. Thoughts? Pls advise. KD.

Media Inquiry for Woodward, Ellis

2047027817

To: Firestone, Marc; Han, Vic; Kram, Caroline; Lenzi, Jack; Little, Greg; Moore, Mary Ellen; Mulderig, John; Parrish, Steve; Pellom, Wendy; Prager, Greg; Sorrells, John; Wall, Charles; Woodward, Ellis; York, Mike

Cc: Coughlin, Mary; Daragan, Karen; Haviland, Ingrid; Kilcullen, Karen; Kiley, Debbie; Laufer, David; Maher, Jayne; Martin, Maria; McCormick, Brendan; Merlo, Ellen; Rainey, Karen; Wilson, Christine

From: Colby, Dolly

Date: Wed, Aug 16, 1995 3:24 PM

Reporter: Milo Geyelin

Phone No. 202-862-9209

Media Outlet: WSJ

Deadline: ASAP

2047027817A

From Mike York: (Mike's ms-mail is down)

Would FDA regulations further insulate industry from future liability claims based on addiction, nicotine manipulation and failure to warn. Is there a preemption issue lurking that companies could assert against future plaintiffs. How should we respond?

Note for Woodward, Ellis

From: Martin, Maria

Date: Wed, Aug 16, 1995 3:31 PM

Subject: RE: Recall Meeting (New Date)

To: Carlin, Donald W; Daragan, Karen; Firestone, Marc; frisch, richard; Han, Vic; Hughes, Jim; Mahan, Michael; Martin, Maria; Sorrells, John; Woodward, Ellis

Cc: Grampp, Jeanne; Kram, Caroline; Markowitz, Roni; Moore, Mary Ellen; Pellom, Wendy; Wilson, Christine

Unfortunately, not everyone was available on the dates mentioned below. We'd like to try for Friday, September 29 instead. Please let me know your availability for a full-day meeting on that day.

Thanks.

Faxed hard copy to:

G. Auxier
J. Brite
J. Lindheim

2047027817B

Source: https://www.industrydocuments.ucsf.edu/docs/flxx0000